

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method for facilitating the
2 comparison of different ad landing pages, the method comprising:
3 a) for an ad to be served, automatically selecting one of
4 a plurality of candidate ad landing pages;
5 b) automatically assembling the ad to include a link to
6 the selected ad landing page;
7 c) serving the assembled ad; and
8 d) tracking a performance of the ad in combination with
9 the automatically selected ad landing page, such that, for
10 the ad, a performance for each of the plurality of
11 candidate landing pages, linked from the ad when serving
12 the ad, is separately tracked.

1 Claim 2 (previously presented): The method of claim 1 wherein
2 the act of automatically selecting one of a plurality of
3 candidate ad landing pages is performed in a round-robin manner.

1 Claim 3 (previously presented): The method of claim 1 wherein
2 the act of automatically selecting one of a plurality of
3 candidate ad landing pages is performed using a random selection
4 function.

1 Claim 4 (previously presented): The method of claim 1 wherein
2 the performance of the ad in combination with the automatically
3 selected ad landing page tracked is at least one of conversion
4 per impression performance, conversion per selection
5 performance, sales per ad selection, sales per ad impression,
6 earnings per ad selection, and earnings per ad impression.

1 Claim 5 (previously presented): The method of claim 1 further
2 comprising:

3 e) determining whether or not to automatically designate
4 one of the plurality of candidate ad landing pages using a
5 comparison of their respective performance and an
6 auto-designation policy; and

7 f) automatically designating the one of the plurality of
8 candidate ad landing pages if it was determined to
9 designate it.

1 Claim 6 (previously presented): The method of claim 5 wherein
2 the performance of the ad in combination with the automatically
3 selected ad landing page tracked is at least one of conversion
4 per impression performance, conversion per selection
5 performance, sales per ad selection, sales per ad impression,
6 earnings per ad selection, and earnings per ad impression.

1 Claim 7 (previously presented): The method of claim 1 further
2 comprising:

3 e) accepting a request for performance information of the
4 ad; and
5 f) providing the performance information of the ad for
6 each of the plurality of candidate ad landing pages with
7 which the ad was served to the requester.

1 Claim 8 (previously presented): The method of claim 7 wherein
2 the performance information of the ad provided for each of the
3 plurality of candidate ad landing pages with which the ad was
4 served, is at least one of conversion per impression
5 performance, conversion per selection performance, sales per ad
6 selection, sales per ad impression, earnings per ad selection,
7 and earnings per ad impression.

1 Claim 9 (previously presented): The method of claim 7 further
2 comprising:

3 g) accepting a manual ad landing page designation
4 instruction; and
5 h) designating one of the plurality of candidate ad
6 landing pages using the manual ad landing page designation
7 instruction.

1 Claim 10 (previously presented): The method of claim 9 wherein
2 the performance of the ad in combination with the automatically
3 selected ad landing page tracked is at least one of conversion
4 per impression performance, conversion per selection
5 performance, sales per ad selection, sales per ad impression,
6 earnings per ad selection, and earnings per ad impression.

1 Claim 11 (previously presented): The method of claim 1 further
2 comprising:

3 e) normalizing the performance of the ad in combination
4 with the automatically selected ad landing page to remove
5 ad landing page independent factors that may influence the
6 ad performance.

1 Claim 12 (original): The method of claim 1 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 13 (currently amended): A method for facilitating the
2 comparison of different {ad landing page, ad creative}
3 combinations, the method comprising:

4 a) for an ad to be served, automatically selecting one of
5 a plurality of candidate {ad landing page, ad creative}
6 combinations, at least some of the combinations including
7 different ad landing pages;
8 b) automatically assembling the ad to include the selected
9 ad creative and the selected ad landing page of the
10 selected {ad landing page, ad creative} combination;
11 c) serving the assembled ad; and
12 d) tracking a performance of the ad in combination with
13 the automatically selected {ad landing page, ad creative}
14 combinations, such that, for the ad, a performance for each
15 of the plurality of {ad landing page, ad creative}
16 combinations, used when serving the ad, is separately
17 tracked.

1 Claim 14 (previously presented): The method of claim 13 wherein
2 the performance of the ad in combination with the automatically
3 selected {ad landing page, ad creative} combinations tracked is
4 at least one of conversion performance, sales per ad selection,
5 sales per ad impression, earnings per ad selection, and earnings
6 per ad impression.

1 Claim 15 (original): The method of claim 13 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 16 (currently amended): A method for comparing
2 facilitating the comparison of different {ad landing page, ad
3 serving criteria} combinations, the method comprising:
4 a) for an ad to be served, automatically selecting one of
5 a plurality of candidate {ad landing page, ad serving
6 criteria} combinations, at least some of the combinations
7 including different ad landing pages;
8 b) automatically assembling the ad to include the selected
9 ad landing page of the selected {ad landing page, ad
10 serving criteria} combination;
11 c) serving the assembled ad; and
12 d) tracking a performance of the ad in combination with
13 the automatically selected {ad landing page, ad serving
14 criteria} combination, such that, for the ad, a performance
15 for each of the plurality of {ad landing page, ad serving
16 criteria} combinations, used when serving the ad, is
17 separately tracked.

1 Claim 17 (previously presented): The method of claim 16 wherein
2 the performance of the ad in combination with the automatically
3 selected {ad landing page, ad serving criteria} combination
4 tracked is at least one of conversion performance, sales per ad
5 selection, sales per ad impression, earnings per ad selection,
6 and earnings per ad impression.

1 Claim 18 (original): The method of claim 16 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different

6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 19 (currently amended): A method for facilitating the
2 comparison of different types of ad landing pages, the method
3 comprising:

- 4 a) for an ad to be served, automatically selecting one of
5 a plurality of candidate ad landing pages, wherein each of
6 the plurality of candidate ad landing pages has a different
7 type;
- 8 b) automatically assembling the ad to include the selected
9 ad landing page;
- 10 c) serving the assembled ad; and
- 11 d) tracking a performance of a set of ads in combination
12 with the type of automatically selected ad landing page,
13 such that, for the ad, a performance for each of the
14 plurality of types of landing page, used when serving the
15 ad, is separately tracked.

1 Claim 20 (original): The method of claim 19 wherein the
2 different types of ad landing pages have different formatting
3 styles.

Claims 21-27 (canceled)

1 Claim 28 (currently amended): Apparatus for facilitating the
2 comparison of different ad landing pages, the apparatus
3 comprising:

- 4 a) means for automatically selecting one of a plurality of
5 candidate ad landing pages for an ad to be served;
- 6 b) means for automatically assembling the ad to include a
7 link to the selected ad landing page;

8 c) means for serving the assembled ad; and
9 d) means for tracking a performance of the ad in
10 combination with the automatically selected ad landing
11 page, such that, for the ad, a performance for each of the
12 plurality of candidate landing pages, linked from the ad
13 when serving the ad, is separately tracked.

1 Claim 29 (previously presented): The apparatus of claim 28
2 wherein the means for automatically selecting one of a plurality
3 of candidate ad landing pages performs the selection in a
4 round-robin manner.

1 Claim 30 (previously presented): The apparatus of claim 28
2 wherein the means for automatically selecting one of a plurality
3 of candidate ad landing pages performs the selection using a
4 random selection function.

1 Claim 31 (previously presented): The apparatus of claim 28
2 wherein the performance of the ad in combination with the
3 automatically selected ad landing page tracked is at least one
4 of conversion per impression performance, conversion per
5 selection performance, sales per ad selection, sales per ad
6 impression, earnings per ad selection, and earnings per ad
7 impression.

1 Claim 32 (previously presented): The apparatus of claim 28
2 further comprising:
3 e) means for determining whether or not to automatically
4 designate one of the plurality of candidate ad landing
5 pages using a comparison of their respective performance
6 and an auto-designation policy; and

7 f) means for automatically designating the one of the
8 plurality of candidate ad landing pages if it was
9 determined to designate it.

1 Claim 33 (previously presented): The apparatus of claim 32
2 wherein the performance of the ad in combination with the
3 automatically selected ad landing page tracked is at least one
4 of conversion per impression performance, conversion per
5 selection performance, sales per ad selection, sales per ad
6 impression, earnings per ad selection, and earnings per ad
7 impression.

1 Claim 34 (previously presented): The apparatus of claim 28
2 further comprising:

3 e) means for accepting a request for performance
4 information of the ad; and
5 f) means for providing the performance information of the
6 ad for each of the plurality of candidate ad landing pages
7 with which the ad was served to the requester.

1 Claim 35 (previously presented): The apparatus of claim 34
2 wherein the performance information of the ad provided for each
3 of the plurality of candidate ad landing pages with which the ad
4 was served, is at least one of conversion per impression
5 performance, conversion per selection performance, sales per ad
6 selection, sales per ad impression, earnings per ad selection,
7 and earnings per ad impression.

1 Claim 36 (previously presented): The apparatus of claim 28 34
2 further comprising:

3 g) means for accepting a manual ad landing page designation
4 instruction; and

5 h) means for designating one of the plurality of candidate
6 ad landing pages using the manual ad landing page
7 designation instruction.

1 Claim 37 (previously presented): The apparatus of claim 36
2 wherein the performance of the ad in combination with the
3 automatically selected ad landing page tracked is at least one
4 of conversion per impression performance, conversion per
5 selection performance, sales per ad selection, sales per ad
6 impression, earnings per ad selection, and earnings per ad
7 impression.

1 Claim 38 (previously presented): The apparatus of claim 28
2 further comprising:

3 e) means for normalizing the performance of the ad in
4 combination with the automatically selected ad landing page
5 to remove ad landing page independent factors that may
6 influence the ad performance.

1 Claim 39 (original): The apparatus of claim 28 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 40 (currently amended): Apparatus for facilitating the
2 comparison of different {ad landing page, ad creative}
3 combinations, the apparatus comprising:

4 a) means for automatically selecting one of a plurality of
5 candidate {ad landing page, ad creative} combinations for

6 an ad to be served, at least some of the combinations
7 including different ad landing pages;
8 b) means for automatically assembling the ad to include
9 the selected ad creative and the selected ad landing page
10 of the selected {ad landing page, ad creative} combination;
11 c) means for serving the assembled ad; and
12 d) means for tracking a performance of the ad in
13 combination with the automatically selected {ad landing
14 page, ad creative} combinations, such that, for the ad, a
15 performance for each of the plurality of {ad landing page,
16 ad creative} combinations, used when serving the ad, is
17 separately tracked.

1 Claim 41 (previously presented): The apparatus of claim 40
2 wherein the performance of the ad in combination with the
3 automatically selected {ad landing page, ad creative}
4 combinations tracked is at least one of conversion performance,
5 sales per ad selection, sales per ad impression, earnings per ad
6 selection, and earnings per ad impression.

1 Claim 42 (original): The apparatus of claim 40 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 43 (currently amended): Apparatus for facilitating the
2 comparison of different {ad landing page, ad serving criteria}
3 combinations, the apparatus comprising:

4 a) means for automatically selecting one of a plurality of
5 candidate {ad landing page, ad serving criteria}
6 combinations for an ad to be served, at least some of the
7 combinations including different ad landing pages;
8 b) means for automatically assembling the ad to include
9 the selected ad landing page of the selected {ad landing
10 page, ad serving criteria} combination;
11 c) means for serving the assembled ad; and
12 d) means for tracking a performance of the ad in
13 combination with the automatically selected {ad landing
14 page, ad serving criteria} combination, such that, for the
15 ad, a performance for each of the plurality of {ad landing
16 page, ad serving criteria} combinations, used when serving
17 the ad, is separately tracked.

1 Claim 44 (previously presented): The apparatus of claim 43
2 wherein the performance of the ad in combination with the
3 automatically selected {ad landing page, ad serving criteria}
4 combination tracked is at least one of conversion performance,
5 sales per ad selection, sales per ad impression, earnings per ad
6 selection, and earnings per ad impression.

1 Claim 45 (original): The apparatus of claim 43 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 46 (currently amended): Apparatus for facilitating the
2 comparison of different types of ad landing pages, the apparatus
3 comprising:

4 a) means for automatically selecting one of a plurality of
5 candidate ad landing pages, wherein each of the plurality
6 of candidate ad landing pages has a different type, for an
7 ad to be served;
8 b) means for automatically assembling the ad to include
9 the selected ad landing page;
10 c) means for serving the assembled ad; and
11 d) means for tracking a performance of a set of ads in
12 combination with the type of the automatically selected ad
13 landing page, such that, for the ad, a performance for each
14 of the plurality of types of landing pages, used when
15 serving the ad, is separately tracked.

1 Claim 47 (original): The apparatus of claim 46 wherein the
2 different types of ad landing pages have different formatting
3 styles.

Claims 48-54 (canceled)

1 Claim 55 (previously presented): A method for facilitating the
2 comparison of at least two different ad landing pages, the
3 method comprising:
4 a) for an ad to be served at a first time
5 i) automatically selecting a first ad landing page
6 from a plurality of candidate ad landing pages, and
7 ii) serving an instance of the ad with a link to the
8 first ad landing page;
9 b) for the ad to be served a second time

- 10 i) automatically selecting a second ad landing
- 11 page, different from the previously selected first ad
- 12 landing page, from the plurality of candidate ad
- 13 landing pages, and
- 14 ii) serving an instance of the ad with a link to the
- 15 second ad landing page;
- 16 c) tracking the performance of instances of the ad having a
- 17 link to the first ad landing page; and
- 18 d) tracking the performance of instances of the ad having a
- 19 link to the second ad landing page.

- 1 Claim 56 (previously presented): Apparatus for
- 2 facilitating the comparison of at least two different ad
- 3 landing pages, the apparatus comprising:
 - 4 a) means for automatically selecting
 - 5 i) for an ad to be served at a first time, a
 - 6 first ad landing page from a plurality of
 - 7 candidate ad landing pages, and
 - 8 ii) for the ad to be served a second time, a
 - 9 second ad landing page, different from the
 - 10 previously selected first ad landing page, from
 - 11 the plurality of candidate ad landing pages;
 - 12 b) means for serving
 - 13 i) an instance of the ad with a link to the
 - 14 first ad landing page, and
 - 15 ii) an instance of the ad with a link to the
 - 16 second ad landing page; and
 - 17 c) means for separately tracking the performance of
 - 18 i) instances of the ad having a link to the
 - 19 first ad landing page, and
 - 20 ii) instances of the ad having a link to the
 - 21 second ad landing page.